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Consumers' guide

September 1944



School days call for school lunches

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SEPTEMBER 1944 • VOLUME X, NUMBER 10

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Go easy on the milkman

LEE MARSHALL
Director, Office of Distribution

SEPTEMBER would be "E" award month for consumers—if "E" awards could be presented to everyone who has helped to make the Government's Milk Conservation Program work. This Program will have been in operation for nearly a year at the end of this month. So far, it has enabled the War Food Administration to get all the milk it needs for war purposes, without resorting to consumer rationing. That means that our soldiers and allies are getting an even break with American consumers.

It has worked so well, in fact, that many people may be tempted to assume that our milk problems are over. In many respects, the trend of recent events would seem to strengthen this assumption. We have just emerged from a flush season, during which milk production showed an unprecedented increase. Now that the war news is becoming more optimistic, it will be harder than before for some consumers to think in terms of limited milk supplies.

But let's look at the hard facts. That flush production was only seasonal. It is over now, and production during the coming months is not expected to show any substantial increase over last year's level. At the same time, demands for manufactured

milk products have increased enormously. By cutting down on our own milk supplies so that our fighting men can get the cheese and evaporated milk they need, we can take concrete steps to shorten this war.

You can be certain that sufficient milk supplies will be kept flowing on the home front, as long as everyone continues to support the Milk Conservation Program. You may remember that, before the Program went into effect, manufacturers were finding it hard to retain milk supplies to make the cheese, evaporated and nonfat dry milk solids, and other milk products needed for our soldiers overseas, not to mention the folks here at home. Civilian consumption of fluid milk had hit an all-time high, and it was increasing almost daily. This phenomenal increase was caused mainly by war workers with expanded appetites—and expanded pay envelopes. But most foods were rationed. Unable to buy large quantities of milk products, such as butter, cheese, and evaporated milk, we all began to rely more and more heavily on fluid milk. Many families seemed to recall, for the first time, that for years nutritionists had been urging them to increase their consumption of milk.

In ordinary times, this increase would have

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been an event to celebrate. In ordinary times farmers can obtain all the feed, fertilizer, and machinery they require. And ordinarily, the nations that are now our allies do not depend on us so heavily for milk products.

But in wartime, when production is limited by many factors, our food authorities look with anxiety upon a sudden jump in consumption which shows no signs of stopping short of the sky.

To forestall the necessity for fluid milk rationing, War Food Administration officials issued WFO No. 79. The Milk Conservation Program, set up under this order, is designed to limit the amount of fresh milk which distributors can sell. It leaves the responsibility for equitable distribution up to the handlers themselves. Dealer milk quotas have been set at 100 percent of total sales during June 1943—a peak consumption month.

The Program is administered through market agents, who work in the areas. It is now operating in every area with a population of 50,000, or over—141 in all. Adjustments are continually being made in the Program to take care of specific consumer problems.

The Milk Conservation Program still depends on you. Unless you keep on giving it your full support, consumption may again get out of pace with production—and that would prevent our fighting forces from getting the milk they need.

Here are the measures you should continue to take, or begin to take if you have not already done so: Don't buy any more milk than you need. A grown adult needs no more than 3 cups a day. If you use milk products in your meal, you should cut your fluid consumption accordingly. Avoid wasting milk—including sour milk. Inform your market agent or your milk dealer of any improvement which you think might be made in the Program.

These steps will enable us to preserve a good civilian milk supply, and simultaneously furnish our soldiers with all the milk nutrients they need to bring this war to a quick end.

Lee Marshall

Consumers' guide

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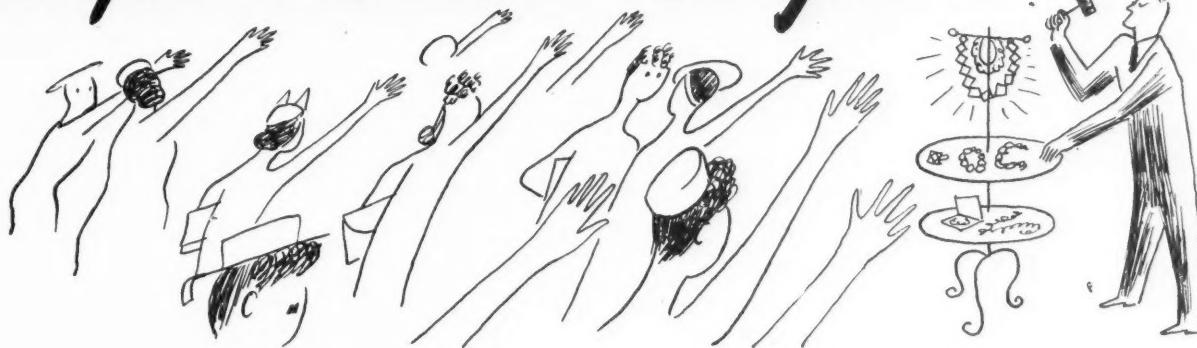
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Consumers' guide

Are You a Sucker Buyer?



More than your own money is involved. Everybody's dollars are at stake.

BACK in the balmy, peaceful days of the last century, P. T. Barnum, an acute if cynical observer of the foibles of the American-buying public, made his immortal pronouncement on the birth rate of suckers. It was a sad joke because it contained substantial elements of truth. Really it amounted to a ruthless commentary on the thrift and intelligence of hard-working citizens who showed great eagerness to turn their honest money over to purveyors of snake ointments or blue sky stocks or other fake or shoddy goods.

Now in war times, being a sucker buyer is not only foolish but downright dangerous. It's playing the shell game of inflation. It's bidding up goods that aren't there, and putting the pressure on price ceilings so they could explode with a bang that would blow living costs sky high.

And while each unnecessary purchase made today not only gives all of us a merry cheer down inflation's devastating road, it far too often leaves the buyer holding the sack, which contains a very bad bargain.

We may rise up in meeting and ask, "Who are these 1944 suckers and what do they buy?" Of course, most folks will say offhand they are not inflationary. But try a one-man survey, starting at home, and see what you will turn up. We did this by asking ourselves and a score of others the question: "Have you made any unnecessary and foolish purchases that you have repented?" We flushed out a surprisingly large number who remembered recently buying what looked like bargains that should have been passed up, but were not. All these well-intentioned

people put together were contributing to making their own dollars worth less. Individually in their hit-and-miss shopping for everything from vacations to varnish, they also bought disappointment.

Consider the case of the war worker who for 2 years had been getting to and from his job by a 20-minute streetcar ride. Then last spring, he ran into the combination of war bonds on hand and a used car lot 'round the corner. "Why not," he reasoned, "buy that long-dreamed-of automobile — it's perfectly legitimate for war workers to use a car." So he did.

He paid \$50 less than the car had cost new 4 years before. The 1940 job he got was all shined up and when he slipped out of the lot and up the street he hardly noticed the mended seat cushion and had forgotten that the door wouldn't stay shut without several slams made while holding the handle just right. He drove to work, and taking into account his parking troubles he got there in only 35 minutes.

It wasn't until the motor that had been so silent at first began to make strange noises, and the car was laid up until scarce parts could be obtained for repairs, that he found time to read, on his streetcar ride to work, of the after-the-war car production and the new features and the low cost. Repentance was too late. The war bonds were gone.

Not a motorcar but a favorite fruit was the temptation that put a Government clerk who liked bananas on the band wagon of wasteful buying. This girl used to dream of how she would eat a whole string if the

banana boats ever go into full swing again. Then one day she saw a peddler with a long line of customers in front of his cart. He had a load of bananas. She got in line and stood and stood and stood. As she waited her appetite grew until she felt it wouldn't be worth while unless she bought a big bunch. Taking those bananas home on the bus was pretty terrific, even though the envious looks directed her way did help to lighten the load. But after the third banana they didn't taste so good. And keeping them in a hall room wasn't so practical. She gave some away; the remainder spoiled.

Both these purchasers are sadder and wiser. The woman agrees that a war bond improves with age while a splurge in scarce foods makes waste, and the war worker knows he not only didn't get his money's worth but he has lost his chance for better values.

Bound up in these purchases are elements of a basic problem of inflation that affects all of us. It's solution really lies with each and every consumer. It goes beyond values in current commodities. It affects the value of our pay envelopes, the price of our farm products, and the worth of our savings. In other words, it means the value of our money. We can have our pay raised double what it is, but if there were no price control and if it cost us four times as much to live, the increase in pay is a loss. That's what inflation does. That is what loose buying does.

One prime factor that puts us on the brink of inflation lies in the discrepancy between purchasing power and the amount of available consumer goods. In 1940 when our national income was \$67,000,000,000 there was \$61,000,000,000 worth of goods which we could bid for—a pretty even proportion. Sellers could not get exorbitant prices. They had to give quality to get purchasers.

Today there is \$130,000,000,000 income and only \$95,000,000,000 worth of goods. If we buyers pitch in with this income and bid for the relatively small amount of goods, the price goes up. We don't get our money's worth in actual material and at the same time we are making the dollar we have earned buy less by the simple fact that we offer to pay too much for too little. When this crystallizes we have ended up by cutting the purchasing power of our earnings, which is in effect cutting our own pay.

There are many things that motivate thoughtless buying that pushes us up the spiral of inflation. For example, there is the pride snob. She thinks if she pays enough for a thing it must be good. But she admits that she paid too much for those elegant shoes that developed a squeak. What if it was a \$20 squeak? Still it was a squeak. Then there was the little matter of a black suit that had a perfectly adorable Persian collar. Our snob bought the garment for the collar. It's skimpy over the shoulders and binds in the waist, so she only wore it three times to date and she doesn't care if she never puts it on again. The suit cost enough to exude quality but so far it has cost her \$30 per wearing and is no bargain. Furthermore, she would feel even less comfortable in the suit if she realized that her snobbish buying is helping to force prices up for people who can less afford to throw their money around.

Then there is the little item of vanity which always makes the dress in the show window or the one pictured in the fashion magazine look so much better than the one in the wardrobe. A well-paid secretary to a corporation head felt she was doing all right by the war. Her work concerned the war,

she kept up her bond quota, and she made three trips to the blood donor station. But when a young pilot, friend of her boss, dropped into the office fresh from the South Pacific skies and asked her to go out for dinner and dancing she could think only of the pretty dress on page 46 of a current fashion magazine. It was a little white cotton number, fresh and simple and nicely priced at an even \$64. After an inventory of her two winter evening dresses and her red and blue summer ones, the oldest three summers old, she still couldn't see anything but the new dress. Fitted out in it she took off for the evening with the pilot. First she noticed few of the girls wore evening clothes, and she felt a little conspicuous. But the blow fell when her thoughtless escort, chattering about the tropics, said he sure was fed up on wearing whites.

There is more to this incident than the young woman's disappointment, for purchases of this kind have a direct relation to the housewife we interviewed in our one-man poll. She has five youngsters, ranging from 3 to 14, and during vacation they are very tough on their cotton play clothes. This mother testifies that she pays much more for these play clothes than before the war and that the children go through them three times as fast. One reason for this is that cottons put into expensive dresses which give the dealers a larger unit margin of profit is taken from the available fabric that could be used for everyday work and play clothes.

Sometimes people haven't much choice but to buy. But even then they can't afford to be stampeded, as some will tell you with tears in their eyes. There is the family which moved from a furnished house out West to a 1-room apartment in an eastern war area.

They needed furniture and needed it badly. So a come-on ad for an installment furniture company in the newspaper read as if it were made-to-order for them. It was, but not the way they thought. For the sofa-bed and two chairs and coffee table combination, complete for \$89, was a snare and a delusion. The sofa-bed and chairs had nary a spring. They were made of rickety, soft wood, cotton, burlap, and a little cheap upholstery. The sofa-bed began falling apart 3 days after it was bought, for \$44 cash, the balance in 30 days. The family was horrified to find that the bedding compartment was made of flimsy cardboard, tacked onto the wood without any reinforcement whatsoever. Better they had slept on the floor for awhile than to have bought such trash! Just the same the furniture company had the effrontery to try to collect the balance of \$45 due on the deal, and the only way the couple finally got rid of the bill collectors was to give them back the bed sofa and put their \$44 worth of rickety chairs and coffee table down in the basement.

Since then these folks have bought a sofa that is fairly sturdy. It doesn't come up to pre-war quality, they realize, but they don't quarrel with the fact that war industries have had priorities on hardwoods and on steel. They do know from bitter experience, however, that there are "Victory" models and "Victory" models. They feel strongly that fly-by-night manufacturers who try to take advantage of the war to turn out shoddy goods shouldn't be encouraged.

Pitfalls for unwary buyers abound in practically every direction during a war period, when money is plentiful and commodities scarce. One outgrowth of the last war was the real estate boom in which many people



LITTLE GAS. Few cars. Now's not the time to buy an auto — unless you really need it.



COME ON SUCKER this sign means... it's a bad bargain to buy more than you need.



A SCRAMBLE to buy could drive up land prices. Beware! For then comes a slump.

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— farmers and city folks both — lost their shirts. Most families who went through the wringer remember with fear, though a few folks have been heard to say lately that "A little inflation wouldn't be bad." But the trouble is that when prices start running away they don't stop after a *little* spurt.

Here's what one farmer has to say about the dangers of a land boom:

"In that other war I bought a place over in Buena Vista County for \$300 an acre and I lost it and all I put in it. That was my lesson. The most any of that land was worth was \$150 and the others told me at the time, but I didn't listen and I learned my lesson. I don't believe in anybody going crazy like we all did in the last war."

There you have it, put bluntly by a farmer who learned by bitter experience. America can't afford to go on a buying spree.

Because so many people remembered the terrible consequences of the last war boom, it has been possible so far in this war to keep a much better control of prices. By April of this year, according to estimates by the U. S. Department of Labor, living costs had increased only 26 percent above prices at the outbreak of hostilities in Europe as compared with an advance of 61 percent during the same period of World War I.

This relatively sound state of affairs hasn't been maintained without a fight. And to defend the present position calls for a determined and continued attack on all sectors where a break in the line would sweep away our whole economic structure on a wave of dizzying mounting costs.

The seven essential points in our Government's program to keep living costs in line are as follows:

1. Drain off excess profits with taxes.

2. Fix ceilings on prices and rents — don't pay above these ceilings.

3. Stabilize wages.

4. Stabilize farm prices.

5. Save more; buy less. (That means stop before you buy; be sure you purchase only what you need and that you are getting good quality for the money invested.)

6. Ration all essential commodities that are scarce.

7. Discourage installment buying and encourage paying off debts.

Unless we hold the line on all these sectors, there is grave danger that one price rise will lead to another until everything is topsy-turvy: until workers suddenly find their wages are cut in half though they get the same number of dollars in their pay envelopes; manufacturers find that the cost of raw materials has zoomed; and farmers find that the higher price they get for their goods is more than made up by higher operating costs. Such a situation would add millions to the price the Government would have to pay for planes and guns and food to fight the war. That would mean higher taxes. In the end everybody would lose except a few lucky speculators. And speculators mostly end broke, whether they play the races, or the stock market, or the dangerous game of *inflation*.

The folks interviewed all had good intentions but they weren't entirely immune to that "inflationary urge." They'd been much better off if they'd put their misspent dollars and dimes into war bonds, or stamps. So would the country. And if their taxes seem uncomfortably high, come January, so "their raise doesn't mean anything," maybe they will figure it's cheaper to pay their spare change to the Government in taxes than to

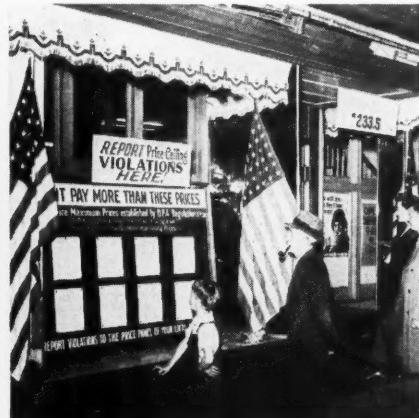
run up prices on scarce goods by throwing their extra cash around. Better for the folks who are making higher wages today, and vital for the families on fixed incomes—the wives and children of soldiers who are overseas fighting, the old people who've retired on pensions, and teachers and civil service employees.

A few people don't have good intentions. They are willing to cheat to get more than their share. The dames who rushed out to buy black market nylons are a case in point. A lot of them got their just deserts when the fancy-priced hose turned out to be nothing but rayon, treated in acid to masquerade as nylon. All they were worth was 69 cents a pair — hardly worth breaking the law and sabotaging the war effort to obtain.

Merchants were recently warned in the weekly bulletin of the Illinois Federation of Retail Associations to be restrained about advertising the availability of civilian goods now coming back mostly in "driblets," until at least there is a sufficient quantity of such goods in the store to merit such advertising. Customer disappointment over items wanted so badly are likely to leave a bad taste if carried too far, the bulletin warned.

That is a hopeful sign of a growing realization that the pressure to buy scarce goods combined with higher war incomes will rebound to the hurt of all groups of the Nation — sellers as well as buyers — unless it is kept under control.

This is just one instance of the sort of thing every individual and group needs to be doing to win their personal battle against inflation. When our boys are fighting it out with the Axis is no time to appease an impulse to buy a penny's worth more than is necessary to meet needs.



RATIONING substitutes fair sharing for frantic grabbing — aids price control.

AN IMPORTANT war job for everybody: Help enforce price ceilings.

THRIFTY MOTTO: Use it up, wear it out, or trade it off. Don't buy needlessly.

Last call for good winter meals



EVEN if you've been a happy-go-lucky grasshopper and fiddled away this whole abundant summer, you can still reform and be a busy, thrifty ant this fall. Before the first nip of frost warns that all is over until spring, you can store up valuable vitamins and minerals from late vegetables and fall fruits. Let the tang of home-made pickles, the aroma of bubbling apple butter and simmering spiced pears, tell every one within whiffing distance that next winter's meals in your home will be chock full of health-giving zest. Besides, you can laugh at short supplies and ration points for commercially processed fruits and vegetables.

And preservation needn't all be canning, either. If you have looked at a magazine or paper this summer, including the CONSUMERS' GUIDE for June, you've read how to can fruits and vegetables, so we won't go into that again except for one item, and that is to say:

Remember! Use a pressure canner for everything except fruits and tomatoes.

CAN THE OLD HENS—The one item is chicken. Chicken dinners on the shelf, ready for next winter, will be something to brag about. Old hens can come to a noble end on many a dinner table, if processed right. September is the time to do it. Chickens usually cost less in the fall when farmers are culling their flocks to get rid of low-producer and "loafer" hens. This year, with feed supplies short, labor scarce, and shipping difficult, poultrymen can afford even less than usual to board nonproductive old hens, so into the can let them go! They process much more successfully than younger birds. Processing time is the same for both,

September brings harvests from orchards and gardens that wise consumers will preserve in many ways—canning, drying, freezing, storing.

and young chickens cook to pieces while the older ones can take it.

Food can be saved for future use in many ways besides canning.

FREEZING—If you are fortunate enough to have a home-freezing unit, or live within reach of a community freezer, by all means use it to capacity. The freezer plant will tell you how to prepare food for freezing, or you can get specific instructions from the Department of Agriculture.

OVEN-DRYING—This form of food preservation is not difficult and the equipment is simple. If you have a gas or electric oven you can dry many fruits and vegetables quite satisfactorily, but you don't just cut them up and put them in. Although this is small-scale drying, it has a definite technique which you must follow closely if you are to avoid waste. Vegetables must be precooked and fruits are usually sulfured. It is a watchman's job, too. You can do other things

knife, and an oven thermometer. If you decide to try your hand at home drying, send for step by step instructions.

STORAGE—Many vegetables and fruits require no further treatment than to put them away correctly. How to do this depends, first, on the climate in which you live, and next on the available space. Many of us are inclined to think of home storage as being done only on the farm where there are cellars and barns and plenty of space outdoors for pits and banks. But suburbanites, and even city dwellers, can store many foods successfully. A late Victory Garden crop, a lucky buy at a farm or a wholesale market, can mean better food at lower cost for months to come, if you have space and facilities to store properly.

Many fall fruits and vegetables may be kept on a back porch or in a garage for a few weeks but you must have some place to put them before freezing weather comes, and the more perishable ones, such as tomatoes



KRAUT can be made in small quantities in glass jars. Two pounds of shredded cabbage and 4 level teaspoons pure granulated salt are correct for a 1-quart jar.



while your oven is filled with drying food, but you can't go away and leave it. The equipment you will need consists of trays, which can be made at home of curtain netting, string, and lumber, a steaming kettle with home-made cheesecloth basket and wooden rack for the bottom, a sharp paring

and plums, must be examined frequently for decay. Where winters are not severe, you can put containers of late apples and pears on a thick layer of newspapers and cover with newspapers or old carpets and rugs and leave them on the porch or in the garage.

If the only storage place you have is the

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locker room in your apartment house basement, you'll have to confine your storing to produce that will not deteriorate rapidly at temperatures of 50° to 60° F. That means sweetpotatoes, pumpkins, squash, and fall and winter apples and pears. Cabbage, celery, onions, potatoes, and turnips give off odors that other tenants are more than likely to consider undesirable, so better skip them. The sweetpotatoes should keep well for 3 or 4 months under these conditions. Two months is about the longest time you can expect the other things to last.

TEMPERATURES FOR STORAGE

The atmospheric conditions under which the vegetables commonly held in home storage will keep best are:

(1) Cool (below 50° F. but not low enough to cause freezing) and moist storage: Root crops, celery, cabbage, and potatoes.

(2) Cool and dry storage: Onions and dry beans and peas.

(3) Fairly cool and moderately dry storage: Pumpkins and squashes (50° to 60° F. and 70 to 75 percent relative humidity), and sweet potatoes (55° to 60° F. and 75 to 80 percent relative humidity).

If a basement corner, where there is a window, can be partitioned off and fitted with shelves or racks it will make a good storage room. Ventilation and temperature can be controlled by means of the window unless the winters are severe.

Part of a city or suburban back yard can be put to excellent wartime use as a storage pit or pits. Small pits containing but a few bushels of vegetables will receive sufficient ventilation if the straw between the vegetables and earth is allowed to extend through the apex of the pile. This should be covered with a board, or piece of tin held in place by a stone, to protect it from rain. In larger pits ventilation may be secured by placing two or three rough boards or stakes up through the center of the pile of vegetables so that a flue is formed. This flue is capped by a trough formed of two pieces of board nailed together at right angles.

Vegetables keep very well in such pits, but it is difficult to get them out in cold weather; also, when a pit is opened it is desirable to remove its entire contents at once. For this reason it is advisable to construct several small pits rather than one large one, and in-

stead of storing each crop in a pit by itself it is better to place a small quantity of several kinds of vegetables in the same pit, so that it will be necessary to open only one pit to get a supply of all of them. In storing several crops in the same pit it is a good plan to separate them with straw, leaves, or other material. The vegetables from the small pit may be placed temporarily in the storage room in the basement, where they will be easily accessible when needed for the table. For other ways to store fruits and vegetables send to the U. S. D. A.

RELISHES AND SUCH—Many a meal can have a company touch given it by the "extras"—pickles and piccalilli, chutneys, jams, and fruit butters. Fall is the time for making these. Get the "windfalls" from a local orchard and turn them into delicious spreads for next winter's not-so-thickly-buttered bread. Many fruits, too small and imperfect in shape for canning, make excellent fruit butters. And fruit butters take less sugar than any other fruit spread. Grapes and apples are among the fall fruits that make delicious butters. You may use the same batch of fruit for both jelly and butter. After cooking the fruit, some of the juice may be drained off for jelly before the strained pulp is cooked down for butter. You can get step by step directions for making all these.

HELP FROM EXPERTS

You may get any of these publications FREE by writing to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.:

Freezing Meat and Poultry Products for Home Use. AWI-75.

Home Canning of Fruits and Vegetables. AWI-93.

Home-made Jellies, Jams, and Preserves. Farmers' Bulletin No. 1800.

Home Storage of Vegetables and Fruits. Farmers' Bulletin No. 1939.

How to Prepare Vegetables and Fruits for Freezing. AWI-100.

Oven Drying—One Way to Save Victory Garden Surplus. AWI-59.

Pickle and Relish Recipes. AWI-103.

Preservation of Vegetables by Salting or Brining. Farmers' Bulletin No. 1932.

Take Care of Pressure Canners. AWI-65.

Write to the Office of Distribution of the War Food Administration, Washington 25, D. C., for a copy of a mimeographed leaflet, entitled "Fact Sheet on Home Canning and Freezing of Chicken."



STORE potatoes in shallow trays, if possible. Ventilation is better than in deep bins.



DRYING some fruits and vegetables is not hard. Here peach halves go into the oven.



BRINING is a simple means of preserving some vegetables. Follow directions carefully.



FREEZING fresh foods keeps the natural flavor. Technique is precise, but simple.

Taste makes waste

Too strict obedience to long standing habits of food taste often nets a loss of vital elements in the diet. Here's a story of why the palate makes one man's meat another man's poison—and what can be done about it.

IT'S POSSIBLE even now to find an old-timer in southern Louisiana who puts wild-bird eggs, hard-boiled and peeled, in his "jambalaya." In New England this custom is looked upon as primitive. But a New Engander eats cold baked beans for Sunday breakfast, something a Louisianian would do only to save himself from starvation.

In New York City, an office worker grabs a quick breakfast of orange juice and soft-boiled eggs—and puts ketchup on the eggs! A hard-working farmer of Wisconsin would sniff at such anemic and fantastic fare. He sits down to a breakfast of pancakes, sausage, fried eggs, and potatoes.

West of the Alleghenies few people eat stewed clams, much less raw ones. The first are considered too "gritty," the others "repulsive." But on the South shore of Long Island, Sunday picnickers, instead of buying hot dogs, stand elbow to elbow at "clam bars" to eat the raw pink bivalves from the shell, sand and all.

These and many more "believe-it-or-nots" of American eating habits are coming to light through the researches of the Committee on Food Habits of the National Research Council. Set up in 1940 by President Roosevelt as part of the national program for improving the nutritional standards of all the people, this group of social scientists has been accumulating a vast fund of knowledge on food likes and dislikes in the United States. They aren't doing it just to get a good laugh, either. They are trying to find out *why* people eat what they do. The answer to the *why* is helping nutritionists know how eating habits can be improved and so build a stronger nation.

A discovery that has become the cornerstone for further research in food habits is that people like to eat what they *get* to eat and what they have always eaten, rather than to eat what they *like*. Once food is on the table it is eaten by the family. With that singular fact as a background, the question that next interests the Committee is not "Why

do people eat what they eat?"—not, why do they swallow raw oysters, eat cold baked beans for breakfast and dandelion greens in the spring but *how* does the food come to the table and *why*?

In general, shoppers get their food supplies from the grocery store 3 times a week; food also comes from the home baking oven, from the Victory Garden, and from the well-stocked shelves that hold many quarts of home-canned fruits and vegetables.

You may be sure that this food doesn't come to the average American table by itself. It gets there through the hard work and ingenuity of the housewife. There is no maid to bring it or to cook it and, except for gardening, the husband doesn't bother much with food buying and preparing. Everything then depends on the housewife and her choice. Her role in national health is an important one.

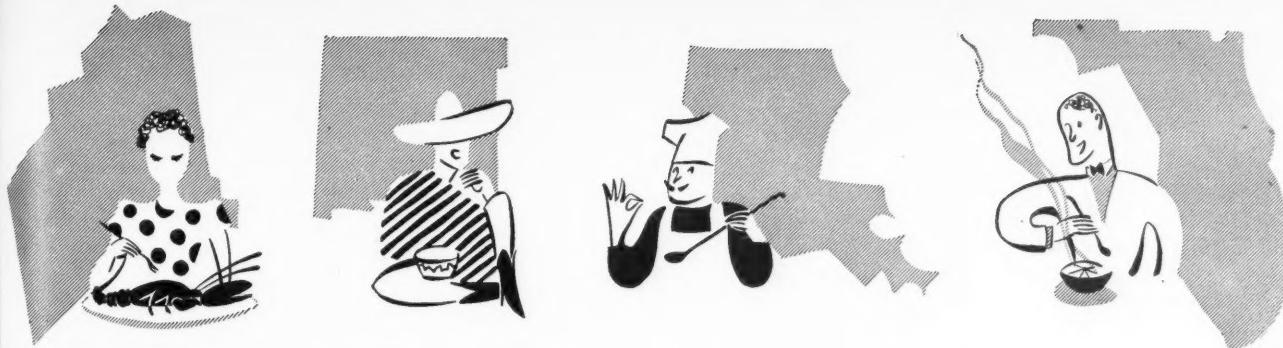
As "gatekeeper" of what comes to the

table and as "custodian" of the health of America, the average housewife has been doing a good job, in many cases a better job than she thinks she's done. A survey made in 1942 by the Committee on Food Habits, in a typical midwestern city and among the different income groups, showed that the modern housewife in the lower-income group was feeding her family a diet chosen, first, according to its cost; second, because of its healthful qualities; and, third, because of its taste and its traditional flavor. In addition, the prestige value of certain foods was a factor influencing choice.

She likes to have special foods for her husband and her children. Meat is generally considered a man's food and vegetables as children's food. Potatoes are served more frequently as a special dish for husbands than for the children. Food is thought of in terms of meals rather than in calories, vitamins, minerals, etc. Certain foods, such as



BEEF from the grasslands of the West, cooked over an open pit, and served up barbecue style is holiday fare for these residents of Colorado.



health of has been better job survey made Food Habits, among the d that the lower-income diet chosen, and, because third, because favor. In ad- certain foods foods for her it is gener- ed vegetables served more or husbands thought of in calories, vita- foods, such as

After money comes health as the strongest factor in determining choice of foods. In families where the food budget is flexible, health considerations, as a matter of fact, are more important than money. In the survey, the groups of foods mentioned as most essential in a daily diet were those that the people had been most accustomed to eating. The level of income was the most noticeable factor in determining preference. In both the high and middle income groups the order of foods named were the same: Vegetables were mentioned first, then milk, then meat, fruit, and eggs. Among the lower income group potatoes and milk were placed second to vegetables, as essential foods, and bread came before meat. Another nutritional landmark is that tomatoes are the most frequently canned vegetable. Here is evidence that American women at last are taking care of the vitamin C needs of their families.

Now, as any mother who has tried to make her child eat spinach knows, these good habits Americans have gradually acquired were not easily come by. The Committee on Food Habits and nutritionists in the Bureau of Human Nutrition and Home Economics in the U. S. Department of Agriculture know very well that food habits are not passing notions that change with the weather. No one is likely to eat a plate of highly nutriti-

tious food simply because he is told it is "good" for him — especially if that plate contains unfamiliar food, or is prepared or seasoned in a strange way, or if it goes against his religious customs. Likewise, it is difficult to introduce new food ways in regions where food habits are very much a part of the family fiber. In certain sections of the United States, food is sometimes considered healthful if it is disliked, and it is frequently used for purposes of reward and punishment; in the Southeast the emphasis is not upon health and duty but upon personal taste. These things aren't changed easily.

Some habits are practically impossible to change. For instance, if someone were to ask you why you prefer white bread to whole wheat you would probably say, "Because I like it better." But back of your short answer lies a complicated sequence of events. Almost as soon as man discovered how to grind flour from wheat he learned to remove both the tough outer skin of the grain and the seed embryo in order to produce a "refined" white flour. When a man ate white bread it meant he was in a privileged class. The black bread of Europe was food for peasants, but not for the wealthy groups in the cities. Children of immigrant Americans soon acquired the white bread habit because they were anxious to show that they "belonged." Then, too, white bread was being produced in so much greater quantity than whole wheat bread that it could be sold much cheaper. And so the tables were turned. What had once been an expensive luxury only for the rich became the daily fare of all people.

Try as they might, nutritionists, doctors, reformers, and bakers could not and have not shaken the white bread habit. Today, approximately 95 percent of the milled wheat products used in the human diet is white flour. Therefore, the modern food expert does not fight such a fixed habit. In the case of white bread and flour they are simply "enriched." Some of the elements milled out

of the grain are put back in, but the appearance, the taste, and the cooking qualities of the flour are the same.

Fortunately, Americans have not clung so tenaciously to all their food habits as they have to white bread. Food habits do change. In the last 25 years they have changed with the new knowledge of nutrition. When we realize how strong food ways are and how far we have advanced in the improvement of habits, the housewife can be justly proud of the job she has done.

There are endless causes determining changes in our habits. Availability of food is one obvious cause. If food is commonly available, Americans will eat it. Twenty-five years ago, few people ate fresh green peas in January. But the development of fast freezing has introduced this out-of-season food. Transportation, bigger and better storage facilities, constant improvement in commercial preservation for all foods and the introduction of new foods, such as soybeans, have meant definite changes in the food habits of Americans.

Foods that were once exclusive to a particular region of the United States are gradually becoming more common throughout the country. Thus, the mixed vegetables and the fruit salads of the West Coast are now appearing on the tables of midwesterners; the Boston brown bread of New England is testing the ingenuity of housewives in Kansas; the black-eyed peas of the South are moving into Ohio; and the hot tamales of the Southwest are featured in New York restaurants.

People with foreign backgrounds have also brought new foods and new methods of food preparation into the American scene. They have developed in us a taste for the traditional spaghetti dish of the Italians; smörgasbord from the Scandinavians; lamb, stuffed peppers, okra, and pilaf from the Greeks; rice from the Oriental groups; and so on down the line of foods from the many national groups that have settled in America.



This willingness to try new recipes and new foods from different regions and lands is part of the modern housewife's desire to have variety in her dishes and to prepare nutritious foods that her family will enjoy.

The war has also had a marked effect. In the cities, particularly, there has been a shift from total buying of food to partial home production. This is a throw-back to older times when Americans bought only such staples as coffee, tea, sugar, and flour. But as industrialization increased and cities developed we became less self-sufficient. The grocery store replaced the home garden, root cellar, and shotgun. Not time, nor gardening, nor a good hunting instinct, but wages largely determined the daily diet. Today Victory Gardens are changing this pattern.

During severe rationing of meats many families changed over to eating low-point variety meats—and found they liked them. This demonstrated a healthy adjustment to wartime problems of abundance and scarcity. Similar wartime changes have occurred in patterns of meals. Many foods are still not considered proper for all meals. Salads are never eaten for breakfast, and in some families meat is not eaten at lunch in the home. But in cases of shortages, foods may move from one meal to another, such as eggs from breakfast to dinner to take the place of meat.

Another factor for change in our food habits has been the large group feeding programs. Many of the nutritious foods and balanced menus of the school lunch and in-

dustrial cafeterias are finding their way into the home. The war has emphasized these two feeding programs tremendously. Good nutrition is so important to the work output in industry that companies are hiring specialists to see that balanced meals are available to workers and to teach the workers how to choose the foods that will make them feel best—and work best. Since children are not so set in their foods ways as their parents, they are fast learning in child-care centers and in schools to like foods that they have never eaten at home. They are eating what is placed before them. But when they go home they sometimes return to the food habits learned there. They may refuse to drink milk at dinner when they drink it eagerly at school and for the same reason—because they want to get attention. But if women will find out about the new habits the children are forming and put them to work at their own tables, if they will allow the food tastes and knowledge gained in industrial and school meals to carry over into the home, great strides will be made.

New foods, different cultural groups, better distribution and marketing of fresh, sanitary foods, feeding programs, wartime rationing, and education have all been at work on the American diet, adjusting it, changing it, molding it, and, recently, improving it. In the past 25 years these influences have materially improved the average diet. A recent survey by the Bureau of Human Nutrition and Home Economics demonstrates quite

clearly this heartening fact. Larger supplies and greater average consumption of milk, citrus fruit and tomatoes, green and yellow vegetables, and enriched bread and cereals have meant a better all-round diet. Translated into nutrients, these foods have meant a gradual increase in the quantities of calcium, vitamin A, ascorbic acid, and riboflavin in all our meals.

Surveys also reveal that the modern cook has learned how to save the values in food. Soda no longer goes into the cooking of new peas for most women now know that it kills some of the food values. Vegetables are not generally prepared in the morning, covered with water, and then allowed to lose a large percentage of their natural goodness while waiting to be cooked at dinnertime. Food is no longer over-cooked.

But in spite of these advances, we have not yet reached the goal. At least one-third of American families are still eating an inadequate diet, still clinging to old food ways, not benefiting from the general advance in good eating. The average diet is still quite low in calcium and riboflavin.

So this is no time to stop. Here is a job for all of us. First important thing we can do is to learn by heart how to eat by the Basic 7 Chart. If we will each choose one food from each group every day we will be making a good start toward achieving a healthy nation. How far we go will depend on not only the inclusion of a food from each group but also on the correct amounts from each food group.

As a further help in choosing food from the chart, the Bureau of Human Nutrition and Home Economics has prepared a folder, "Family Food Plans For Good Nutrition," which gives market guides for moderate and low-cost meals. Both the chart and the folder may be had from the Office of Information, USDA, Washington 25, D. C.

Home food production, both the gardening end and the home canning and preservation end, will also pay enormous dividends in increased health.

All the recent studies of food habits have shown that eating is still fun. People eat because they like to eat. They enjoy foods. This is a good habit. Let's continue it by establishing pleasurable food habits that will automatically provide the necessary food elements. Even as our predecessors ate wild turkey because they liked it, so modern Americans will continue to drink fluid milk and eat raw salads because we as a nation have come to like them.



THESE LOUISIANIANS are having the traditional good time stuffing themselves on fresh-caught crabs—one of the principal local delicacies.

50 million dollars for the kids

CLEAR ALL HALLS! It's noon in millions of American schools. Mess call at an Army camp doesn't bring out a hungrier crowd than the children trooping in to their lunch.

In nearly 32,000 schools they will be running to lunch rooms, not for a sack holding a dry bread sandwich but for a first-rate mess — made possible by the recent action of Congress establishing for another year a lunch program to benefit several million youngsters. School systems, clubs such as the Lions' Club, PTA's, and other groups will sponsor the lunch program, and see that food is purchased, cooked, and served every school day. The War Food Administration will continue to assist the projects and will apportion to the various States, according to their school enrollment and needs the \$50,000,000 fund set apart by Congress. War Food Administration will also distribute to school lunch programs abundant foods purchased for price-support purposes. Sponsors will match the funds allocated them with an equal sum.

All U. S. schools and child-care centers — operating on a nonprofit basis may share in the \$50,000,000 appropriation. And 2 million dollars of it are going down to Puerto Rico to further the child-feeding projects there which demonstrate more dramatically and concretely than any other possible evidence the indispensability of school lunches.

The *ninos* of Puerto Rico are being fed not just rice and beans—the traditional diet of the island—but milk and eggs and enriched bread, meat, fruits and vegetables, and fortified margarine or butter. A wealth of food for children accustomed to little. For the first time in their lives many of these American Spanish-speaking children are tasting milk. They come from average homes, thatched or boarded shacks built on stilts; homes where the family numbers 7 and where \$150 to \$440 a year must pay for everything. Many homes have no visible income at all, for the war has brought isolation and unemployment to the island that is one-fifth more densely populated per square mile than Japan.

But in the school lunch and child-feed-



THESE YOUNGSTERS don't know the stability that a place in society — a school desk — gives them. No truant officer exists because there are so many children waiting for an empty seat. Here they are eating cereal at the Rotarian lunchroom in Caguas.

ing programs needy children of Puerto Rico have the opportunity for at least one good nourishing meal a day. And this year something new has been added. Lunches are entirely free of charge to those who require them. The insular government has passed a bill, making available \$2,000,000 to match the WFA's allotment, and stipulating that all lunches be free.

Last year more than 233,000 children out of the 1 million Puerto Rican children under 15 years of age ate nearly 18,000,000 pounds of food, at a cost to the War Food Administration of \$2,339,502, in school lunchrooms, in tubercular rest centers, in milk stations for youngsters under 5, in milk stations for babies under 2, in nurseries, and in lunchrooms provided for those lost and homeless children who do not go to school. Weight charts, miraculous cures in tubercular rest centers, improved grades

in school, less disease, and enough energy to enable children to play vigorously attest to the value of child-feeding programs in Puerto Rico—and in every other U. S. child-feeding program.

In Sebana Seca on the plains of Puerto Rico where miniature volcanic hills rise like thimbles across the land which is so dry no streams and few wells flow, the school lunches have affected not only the lives of the children but those of the whole community. The agricultural agent of Sebana Seca, Señor José Martinez, who is also the teacher of agriculture in the school, has taught boys and girls to raise foods for the lunchroom. Here the School Lunch Program is extremely functional because it uses not only the locally grown foodstuffs—distinguished from the staples shipped in by convoy and given them by the WFA's Office of Distribution—but it teaches nutrition.

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In a long, clean lunchroom whose tables are gay with amapola blossoms, 500 children are served a meal consisting of milk; a nutritious and delicious Spanish dish of beans, *garbanzos*, rice, and fat back; cooked plantains; enriched bread; and a dish of tomatoes. Lunch is spread over a period of 2 hours in an interlocking system, for there isn't room in the classrooms for all students to be taught a full day. Some children attend in the mornings, the rest in the afternoons. One hundred fifty children are also given a breakfast.

As a rule Puerto Ricans are small people. Youngsters of 7 or 8 are always taken by continentals for 3- or 4-year-olds. This smallness in stature is quite likely not due to heredity, but to nutrition, for children of people in the upper income levels are of normal size. And in certain instances children who are taken from underprivileged homes, reared, and fed plenty of nourishing food, soon outstrip their older brothers and sisters.

In Sebana Seca, where preschool age children go to milk stations every morning to receive cups of milk, and where all but 100 children get a well-balanced meal every noon, and where children who need supplementary feedings receive them in the midmorning and midafternoon, there is growing up a new generation that will be stronger, larger, and more able to take care of itself. The prolonged undernutrition of the Sebana Secans, as well as the majority of other Puerto Ricans, will not entirely disappear under the child-feeding programs, but it is being changed for the better.

One of the most valuable of the child-feeding programs is the milk station project which has grown out of the war conditions. Immediately after Pearl Harbor the Caribbean Sea was patrolled by enemy submarines which made it impossible for supply ships to get through with the food and other necessities on which the life of the island depends. Everything from cloth to flour, from wood to face powder, is imported. The island was isolated for nearly a year. Then shipping was organized, and the Department of the Interior asked the Office of Distribution, which all during the crisis had been feeding more children more food than ever before, to bring in all food for the island. Since the sea lanes are now freer of menace, only the staples on which the *jibaro*—the countryman—depends for his very existence are brought in by the Office of Distribution, plus the foodstuffs for the child-feeding programs which loom

so large in the lives of the people.

During the worst of the isolation, during those desperate months when almost no rice or beans could be brought to the island, the wife of the Governor of Puerto Rico, and the Civilian Defense Organization started milk stations for youngsters under 5, and served free evaporated milk and other foods, when they could get them, to babies who had never tasted milk before and who almost invariably had no breakfast.

Now children like Carmelo Ortiz at the No. 72 Milk Station at Caguas are drinking all the evaporated milk they can get. Carmelo resembles John Garfield, the movie star. He has the same dark, round face, the same half-sad manner, the identical flashing smile. Carmelo, though, is only 5 and looks to be 3. He comes into No. 72 as often as four and five times in a morning, and slips onto the low bench before the table in the big, high-ceilinged room which was once a warehouse. The attendant ladies him a cup of steaming hot milk—youngsters like it hot better than cool. He bends his dark curly head over the enameled cup, and doesn't lift it until the only trace of milk left is the small quarter-moon of white on his upper lip.

Carmelo is one of a large family whose father is unemployed now that so few ships are coming in and going out of the island. His mother works as a laundress at \$10 a month. He is typical of the youngsters in and out of school. Typical in his hunger, his needs—and his possibilities.



ONCE a cow shed, this milk station now opens its doors to children at 7:30 a. m.

In the same town Rotarians have been running a lunchroom for the nearly 200 lost kiddies of Caguas, many of whom have been abandoned. These children sleep in trees, or on the steps of buildings, or in entrances to stores. They pick up food wherever they can find it. They are small and stunted in body, lack-lustered of eyes,



THIS earringing little lady thought she wasn't going to get a second cup of milk.

and those who go to the Rotary lunchrooms have colds in a climate where the sun always shines, and possess the big, starch bellies that come from eating the easily grown, easily obtained starchy fruits and vegetables. The meal they receive at the lunchroom is frequently their only one.

Rotarians pay for the charcoal it takes to cook the meal, for the two women cooks, and for some of the food. The Office of Distribution furnishes food amounting to more than \$1 a month per child.

In the Muños Rivera School and in Sebana Seca there are also tubercular rest rooms set apart from the regular classrooms. Children who are well enough rest half a day and attend school the other half. Otherwise they lie on cots in the shade, out of the tropical sunlight, until rest and nourishing food repair the tubercular condition and make them strong enough to return to their studies. The 42 tubercular youngsters in the Muños Rivera School in Caguas eat their noon meal in the lunchroom set aside for them so that they can't contaminate the other 480 students in the big breeze-swept, regular lunchroom. In watching them grow strong it is easy to believe in miracles—those performed by good food and care.

All these child-feeding programs indicate the constructive work being done to help solve the almost unbelievable need of our U. S. youngsters down in the Caribbean. But there is still much to be done. Only one-fifth of the island's children are participating in the program, and nearly all are needy and ill-fed. Still, the numbers are gaining, and here as in all U. S. schools needy children are benefiting from good nutrition. Mess call at an Army camp doesn't bring out any hungrier group than the children trooping to their school lunch.

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No tomorrow after  October 15

**Dead line for Christmas mail for personnel overseas.
Make sure your packages and greeting cards are on their
way before this date. Assure your fighting man or woman
a real yuletide—even in the trenches.**

WHAT great days they were, those Pony Express days! Mail was sent by relay, the rider wearing out one horse, mounting a fresh one, and going on until he could ride no more, then a new man took his place. They got the mail through despite the redskins, raging floods, blizzards, wild animals, ruthless mail robbers, illness, accident. Those, indeed, were the days!

But have you heard of the modern way of getting war mail through? The new methods of transportation make the Pony Express hazards as dangerous as swinging a baby's rattle.

More than 34,000,000 individual pieces of mail go out to American military men and women every week. And now that the overseas Christmas mail is looming up, that number will be increased more than 7 times! Think of 240 million Christmas letters and packages carried by plane, train, ship, native runner, amphibious jeep, truck, camel, canoe, barge, raft, parachute, dog sled, reindeer, mule, by men standing to make a human chain to pass the mail pouches from hand to hand over mountains too rugged for mules to climb! This war mail is carried by every conceivable means through every conceivable danger—danger that has increased since Pony Express days for, although nature is the same unconquerable uncertainty, man-made risks are far greater than they were in the tomahawk period.

When you add the bulk of the greeting cards and Christmas gifts to the ordinary mail and know that the mail—all of it—still goes through, you have one of the most miraculously synchronized operations of all time. The word "miraculously" is used advisedly. On top of the physical difficulties is added the puzzle of delivering packages and letters—15 percent being in-



COMPANY MAIL CLERKS distributing 1943 Christmas packages marked "Don't open 'til Xmas." This year's mail bag will be heavier.

correctly addressed. Pioneer mail systems would have dissolved before that obstacle.

The Army, Navy, and U. S. postal systems want every Christmas package and greeting card to reach the fighting men on time, in December. Being remembered at Christmas time will mean a lot to every man—to every unit. The morale of the unit is only as strong as that of each individual man. Last year the average soldier received seven packages. But there were some soldiers who had none to open. In order not to repeat such disappointments, the postal authorities are asking you to post your Christmas mail for overseas—correctly addressed and wrapped—not later than October 15. After this date GI package mail

will revert to the usual rule of allowing an item to be sent only if the soldier has requested it—and you can show his letter of request. Without this precaution ships would be constantly swamped with packages, mostly containing non-essentials. As a result there would be no room for the cargo of war—food, bombs, medical supplies. Navy, Coast Guard, and Marine Corps men may receive regular packages without restrictions, at any time, since cargo-shipping isn't such a problem to naval forces.

The official mailing period, then, lies between September 15 and October 15. It will take about 3 months for a leather kit to reach a man in the China-Burma the-

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umers' guide

ater of war. This allows time for the accumulation of mails at ports while ships are assembling, and between the sailing dates of convoys, but there is never any backlog of mail for a designated area resulting from mail being left behind when convoys sail. Then, there is the business of running mail through swamps, deserts, jungles, past enemy strafing and bombing to reach the postal unit which travels with every division. A T-5 soldier in the Army finally deals out the eagerly awaited mail. And in this process all *you* have to do is see that gifts and greetings reach the post offices in time. The U. S. Post Office Department, and the Army and Navy postal divisions will do the rest.

Here are 10 Christmas mail rules to help you:

1. Mail Christmas cards and parcels for personnel of the armed forces overseas between September 15 and October 15, 1944—the earlier the better.

2. Greeting cards for soldiers overseas should be sent in *sealed* envelopes and prepaid at the first-class mail rate. The 1½ cent rate will carry greeting cards, but Post Office authorities advise the first-class rate.

3. Mark each gift parcel, "CHRISTMAS PARCEL."

4. Parcels must not exceed the limits of 5 pounds in weight, 15 inches in length, or 36 inches in length and girth combined.

5. Servicemen are amply provided with clothes—don't make gifts of clothing.

6. All articles must be packed in boxes of metal, wood, solid fiberboard, or strong double-faced corrugated fiberboard reinforced with strong gummed-paper tape or tied with strong twine, or both. Boxes without an outer wrapper often become crushed or split, which means bye-bye gift.

7. Contents should be tightly packed in order that articles in the package will not loosen and be damaged in transit.

8. Don't send soft candies. Sharp-pointed and sharp-edged instruments must have their points or edges protected so that they cannot damage other mail or injure postal personnel.

9. Perishable matter will not be accepted, for mailing—nor will intoxicants, inflammable material (including matches and lighter fluids), poisons, or compositions which could kill or injure. Don't send fragile articles.

10. Addresses must be legible, in type-writing or written with ink. The complete address should also be shown on a sheet of paper *inside* the parcel, in order to permit identification in case the outer wrapper becomes mutilated, in transit. In the address, besides the name and address of sender, include the name, rank, Army serial number, branch of service, organization, APO number of the serviceman, and the Post Office through which the parcels are to be routed, for example,

To: Private William D. Roe (Army serial No.)

Company F, 167th Infantry,
APO 810, c/o Postmaster,
New York, N. Y.

To: John M. Jones, Seaman First Class,
U. S. Navy,

Naval Air Station,
Navy 199 (One Nine Nine),
c/o Fleet Post Office,
San Francisco, Calif.

If you don't know where your fighting man has been sent, mail the parcel to his last known address. It will be forwarded from there. You may write inscriptions on the parcel, such as "Happy New Year," or "Merry Christmas," so long as it doesn't interfere with the reading of the address. And for Army men don't send money or valuables. They will be refused registration. Valuable papers may be registered to the APO.

When you think of putting your war mail off until tomorrow, don't! This goes for every day—not just for the 30-day Christmas mail period. Send more letters V-Mail, then you'll know your soldier, sailor, or marine will get them. Although only 3 percent of the mail has been lost through submarine action or other misfortune, there is still danger that your letters might be part of this small percent. And all letters marked *Air Mail* cannot go that way. There aren't enough planes to carry them. But V-mail is never lost—it can be reproduced again. A cargo plane, a 1-C-54, will carry 260,000 ordinary letters or 36,260,000 V-mail microfilms.

Until now most of the boys overseas have never been farther away from home than 100 miles. Letters are their only connection with stability and home.

Letters to the more traveled and mature serviceman are equally important. A major of the battalion which took Saipan fell in battle. His carbine and helmet lay behind him. Beside his hand were 2 V-mail letters. Apparently he had tried to read them once again before he died. One was signed, "Mom." The other was from a girl. "You certainly are the sweetest old thing," was the last line the major ever read. In life and in death servicemen reach toward home through often-read letters.

Loneliness crops up on all war fronts. But it is not a characteristic of men alone. Women in and out of the armed services share it, too. Mrs. Dwight D. Eisenhower, wife of General "Ike," who commands the Supreme Allied Headquarters in the European theater of war, says she writes her husband faithfully.

"Letters are by far one of the most satisfying ingredients for a soldier's morale as anything one would imagine," she says. "Why, General Eisenhower's morale is no different from that of any GI."



BAGS OF Christmas mail discharged to a lighter alongside a freighter at Naples.



ISOLATED TROOPS will get their Christmas mail via plane and parachute this year.



CHRISTMAS packages must be strongly wrapped to stand transportation.

CG news letter

last minute reports
from U. S. Government Agencies

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Canned Fish is still a favorite food with our armed forces. Accordingly, they have been allocated a little over 22 percent of the total supply of canned fish for the period July 1, 1944, to June 30, 1945. In spite of this, civilians have been allocated enough fish to provide a per capita consumption of about 2.8 pounds. This is slightly more than they had last year. The rest of the canned salmon, pilchards, sardines, herring, tuna, shrimp, etc., will go to the Red Cross in our territories, allies, liberated areas, and other friendly nations.

"**Firm Conviction**" are the words the Consumer Advisory Committee to the OPA uses in protesting the proposal to substitute for wide distribution of consumer price lists a plan of "multiple, visible" posting of community ceiling price lists in retail stores accompanied by a campaign to promote customer use of the posted lists. Instead the Committee wants four to five million price lists distributed among consumers for their guidance in checking prices and for the creation of desirable consumer-retailer relations.

Latest Additions to the WPB-OPA dollars-and-cents pricing program for low-priced cotton garments are maternity dresses and slips. These will be made from fabric allocated by the WPB and will meet WPB specifications. In stores buying directly from manufacturers the dresses will retail for \$1.89 each, and slips for \$1.05 each. In stores purchasing from other sources, the dresses will sell for \$2.00 each, and the slips for \$1.15 each.

Don't Build Your Hopes Too High, but recent information from WPB states that three manufacturers have been authorized to produce 5,638 domestic electric ranges during the last quarter of 1944. Since there will be some inevitable production delays these standard four-burner models probably will not be on sale until the beginning of 1945 and will be available only for essential civilian replacement purposes. However, some three-burner apartment house models if no longer required to fill emergency war needs, may now be sold to civilians for essential replacements. Before the year is out the WPB hopes to be able to authorize a total production of 88,000 domestic ranges, about 16 percent as many

as were made in the year ended June 30, 1941.

Rationing Restrictions were removed, August 15, from coal-wood laundry stoves and from gas ranges with nonmetallic outside back or side panels. Supplies of laundry stoves are now sufficient to meet the demand. Gas ranges with metal backs and panels are now being manufactured and, therefore, the ranges made with substitute material (asbestos board, fiberboard, or pressboard) were made ration-free.

As the Fruit crop continues to ripen, the OPA continues to set maximum prices. One of the newest fruits to come under price control is fresh pears, sold for table use. Up to September 10 the highest retail price for such pears will be about 15 cents per pound. By next April prices will be allowed to rise to a high of about 17 cents. Such ceilings represent a material saving for consumers, since they are about 20 percent lower than last year's prices.

The 1944 apple crop has also been given maximum prices. Under this regulation consumers will be paying a national average price of 10 $\frac{1}{4}$ cents per pound. Last year's average price was 10 $\frac{1}{2}$ cents.

Consumers in Eastern Half of the country are being urged to concentrate on the small-sized potato when purchasing this abundant vegetable. The abnormally dry weather in the eastern potato-producing area caused a larger than usual supply of the "B-size" potato and since this type does not store well and therefore cannot be used very successfully to meet war requirements, the WFA is asking for the cooperation of civilians in preventing waste. The small potato is every bit as nutritious as its big brother; it cooks well in its jacket; and at present is selling below ceilings.

Live Poultry you buy now will be priced on the basis of two new standards recently established by the Department of Agriculture. The new grades, "1" and "2," replace the previous three grades or "A," "B," and "C."

Coffee in the Bean isn't very useful when you're living in a lifeboat or fighting on

the front lines, so WFA has just required that manufacturers of soluble coffee set aside all current inventories and 100 percent of future production to assure fulfillment of the needs of the armed forces and other Government agencies. Civilians won't be able to buy any soluble coffee but there is enough roasted coffee for normal civilian needs. The soluble coffee goes to American prisoners of war, emergency life-boat rations, and condensed field rations. After all, civilians can brew their own.

You Can't Beat a Tomato when it comes to a summer vegetable, nor is there an easier food to preserve at home for winter use. A card to the Office of Information, USDA, Washington 25, D. C. requesting AWI-104, "Tomatoes on your Table," will bring you a folder containing recipes and suggestions for the use of tomatoes at every meal for any occasion.

CONSUMER CALENDAR

Processed Foods.—Blue stamps A-8 through Z-8, and A-5 through L-5, valid indefinitely. Blue tokens may be used as change.

Rationed Meats, Fats, Etc.—Red stamps A-8 through Z-8, and A-5 through G-5, valid indefinitely. Red tokens may be used as change.

Sugar.—Stamps 30, 31, 32, and 33, valid indefinitely, each for 5 pounds of sugar. Sugar stamp 40, worth 5 pounds of sugar for home canning, valid through February 28, 1945.

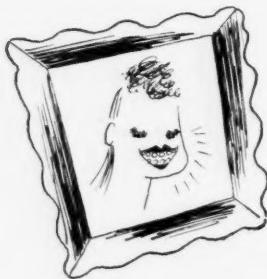
Shoes.—Airplane stamps 1 and 2, valid indefinitely.

Fuel Oil.—Period 4 and 5 coupons, carried over from last year's ration, valid throughout the present heating year. Period 1 coupon, good in all areas.

Fat Salvage.—Every pound of waste kitchen fat is worth two red points and 4 cents.

Gasoline.—Coupons A-11 good for 3 gallons in Eastern States and the District of Columbia. Outside this area A-12 coupons, good for 3 gallons, valid through September 21. A-13 coupons become valid September 22.

GUIDE POSTS



Smile awhile . . .

All beautiful heroines in the romantic traditions have "teeth like pearls." But now anybody can have them—Orphan Annie or anybody else. There is a cosmetic on the market which is applied like nail polish, and presto! you have teeth like pearls. The Cosmetic Division of the Food and Drug Administration reports that there is one drawback to this new product, however. It won't stick to false teeth. The Cosmetics Division says it is harmless to use—unless you happen to have an allergy for its ingredients, which are mostly resinous materials suspended in alcohol. There is also a remover that comes with the polish.



The spotted tie

Gentlemen, there's life in your old tie yet, if you have the "know-how." Sponge away meat-juice or gravy stains with cold or luke-warm water. Never use hot water; it sets the stain. Should the grease spot remain, launder the tie in warm, soapy water. If it is not washable, use an absorbent powder or a grease solvent such as gasoline, benzene, or your secretary's handy bottle of carbon tetrachloride. Carbon tetrachloride also removes lipstick. When traces of the color persist, sponge with de-

natured alcohol. For other sure ways to remove stains send for "Stain Removal from Fabrics; Home Methods," Farmers' Bulletin No. 1474, published by the U. S. Department of Agriculture.

Indian Summer hamburgers

If you use ham to give taste to your "beefburgers"—commonly known as hamburgers—cook the ham thoroughly *before* adding it to your meat mixture. This is the advice of meat cookery specialists of the U. S. Department of Agriculture, especially to campfire cooks out to enjoy the autumn. About a third as much ham as beef makes an appetizing hamburger. All pork, cured or fresh, must be cooked well-done to be safe, though beef may be eaten rare. For Indian Summer picnics, pre-cook the ham in your hamburgers.



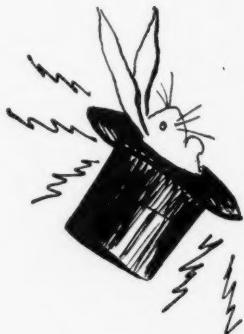
Travel priority

A recent air shipment of live toads from Argentina to Florida and of fish eggs from Ohio and Michigan to Peru indicates the versatility and complications of air transportation. The toads, 70 of the genus *Bufo paracnemis* and *Bufo arenarium*, flew for 3 days to reach their destination in an insect-control experiment near Clewiston, Fla. Only one died in transit. The fish-egg shipment of 150,000 white-fish eggs from Ohio and 60,000 lake trout eggs from Michigan were the gifts of the Ohio and Michigan State Governments to the Peruvian Government. Mortality not known.

Exit that tired feeling

The body draws energy from carbohydrates after they have been broken down into simpler substances. Bread and other cereals are important energy foods—if they

contain thiamine, a part of vitamin B, which is involved in the "break-down." This is one reason for requiring the enrichment of bread with thiamine. In wheat having high-thiamine content, scientists have found that Tenmarq, a variety of hard red winter wheat grown in the Great Plains region, leads, like Abou ben Adhem, all the rest.



Department of magic

Electronics, high-frequency electric currents, will play an important part in industry, as well as in the life of the homemaker, after the war. Electronics will sterilize nuts in the manufacture of candy; it will wrap prepared cereal biscuits, automatically control temperatures, and govern production lines; it will wrap bread, but not bake the loaves since it makes no crust. Roasts will be cooked instantaneously by electronics in hotels, restaurants, and even in the home. A portion of chicken pie, already precooked, will be brought to serving temperature in 15 to 30 seconds. This will entirely avoid the use of steam tables on which foods held for hours have lost most of their food value and flavor, in the past. Dehydration will also benefit since many vegetables will be dried to 1 percent of moisture content. Who is going to slave over a hot stove in what is known as the glamorous post-war future?

LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast over N. B. C.	12:15 p. m. EWT
	11:15 a. m. CWT
	10:15 a. m. MWT
	9:15 a. m. PWT

Dramatizations, interviews, questions and answers on consumer problems. Tune in.
Brought to you by the

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